

Southern Expressions

Alabama

Georgia

Puerto Rico

Tennessee

Florida

Mississippi

South Carolina

Virgin Islands

Volume 16, Number 3, Fall 2000

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Southern Chapter

<http://www.uab.edu/lister/scmla>

Next reporting deadline

December 1st, 2000

Next Publication Date

January 15th, 2001

Message from the Chair

Tom Singarella



Usually summer is a relatively slow time. But every year things seem to get busier and busier. Our students returned in mid-August for our academic health science center, so it was life in the fast lane yet again. But this past summer did provide opportunity for reflection.

In July, under the direction of Nancy Clemmons, the Strategic Planning Committee met via teleconference to critically review the Strategic Plan for the association. Participating were Nancy Clemmons, Jan LaBeause, Ros Lett, Lynn Fortney, Linda Flavin, Sarah Gable, Janet Fisher, and yours truly. The committee accomplished a fair amount of work, and Nancy did a great job chairing the committee. After discussing the Southern Chapter Strategic Plan (hereafter called the Plan), we agreed that it was too long and detailed and that not all of the goals, strategies, and action items had to do with planning, but rather with how SC did things (i.e., process). So we agreed to move some items from the Plan to the Procedures Manual, which will be mounted on the web page (this should help officers as well as the committee chairs). Additionally, we noticed the lack of a financial goal in the Plan, and so we will be adding a goal to ensure the fiscal health of the chapter, both now and in the long run, along with strategy and action items for doing so. We will also be adding goals and strategies for public relations (related to the formation of the Public Relations Committee). Stay tuned for more information on this and more at the annual business meeting in October.

One of the nice things about summer is that *sometimes* work does slow down. When this happens, usually there is time to critically reflect on the past year as well as prepare for the fall. So here I sit, reflecting in early August, while the Memphis air outside my window hangs hot and humid. I realize that my term as chapter chair will be over in October, and that the fall will be here in just the blink of an eye.

So I ask myself, What kind of a year have we had in the Southern

(continued on p. 5)

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Content policy for Southern Expressions

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Around the South

News from Tennessee

The Association of Memphis Area Health Science Libraries (AMAHSL) is celebrating National Medical Librarians Month by issuing a poster, which will be displayed in each of the institutions named. The text of the poster is "Working Together to Provide Knowledge-Based Information to Health Professionals: Association of Memphis Area Health Science Libraries." A list of the 16 libraries follows. They are:

Baptist College of Health Sciences, Health Sciences Library
Baptist Memorial Hospital - East, Health Sciences Library
Jackson-Madison County General Hospital, Learning Center, Jackson, TN
Le Bonheur Children's Medical Center, Health Sciences Library
Magnolia Regional Health Center, Medical Library, Corinth, MS
Methodist Healthcare, Medical Library
Methodist Healthcare, Leslie M. Stratton Nursing Library
Schering-Plough Healthcare Products, Inc., R & D Library
Semmes-Murphey Clinic Library
Southern College of Optometry Library
Saint Francis Hospital Health Sciences Library
St. Jude Children's Research Hospital, Biomedical Library
Smith & Nephew, Inc., Business and Technical Information Center
University of Mississippi, Science Branch Library, Oxford
University of Tennessee Health Sciences Library & Biocommunications Center
VA Medical Center, Medical Library

The legend at the bottom of the poster reads "October is National Medical Librarians Month. Join the Celebration! Visit your Affiliated Health Science Library."

Submitted by Jane Bridges

Mercer School of Medicine Welcomes New Faculty

The Medical Library & Peyton Anderson Learning Resources Center at Mercer University School of Medicine in Macon, GA, welcomes two new faculty members this fall. **Lee McCarley** has accepted the position of Systems Librarian, and **Cindy Kleback** will assume the position of Reference Librarian. Lee received his MLIS from the University of Alabama in Tuscaloosa and has been the Outreach Librarian for the Southwest Georgia (SOWEGA) Area Health Education Center (AHEC) in Albany, GA, since 1998. Cindy is a recent graduate of the University of Arizona in Tucson with an MA in Information Resources and Library Science. She has been a Constituent Service Representative for U.S. Senator Jon Kyl of Arizona since 1996.

*Submitted by Jan LaBeause
Interim Director*

Calling all Writers and Editors

In October, the MLA Books Panel will select new publishing projects to pursue. If you want to publish a book, BibKit or DocKit, you must submit a proposal now. **The deadline is October 2, 2000.** For details go to www.mlanet.org/publications/books/ for an overview of MLA's Publishing Program. Click on Book Proposal Guidelines. Send proposals to Books Panel Chair Ruth Riley at ruth@med.sc.edu or mail to Ruth Riley, School of Medicine, University of South Carolina, Columbia, SC 29208. The MLA Books Panel also welcomes ideas on subject matters stemming from conferences, e-mail discussion lists, or journal articles.

Personals

News from Trinidad, West Indies

Martha Preddie, SC/MLA member and cataloging librarian at the Medical Sciences Library, University of the West Indies, Trinidad, West Indies, presented a contributed paper at the Eighth International Congress on Medical Librarianship (ICML), which was held in London from July 2nd-5th. The paper is entitled "The Information Retrieval Attitudes and Practices of Medical Practitioners in Trinidad and Tobago" and can be viewed on the ICML's website at www.icml.org. This paper is the result of a collaborative research project undertaken by **Martha Preddie**; **Ernesta Greenidge**, Head, Medical Sciences Library and Senior Member of the Academy of Health Information Professionals; and **Dr. Laura McDougall**, former lecturer in the Faculty of Medical Sciences, University of the West Indies, St. Augustine, Trinidad.

Martha was also awarded a Medical Library Association Cunningham Scholar grant to attend the conference.

T. Mark Hodges

Presents Paper at International Conference

T. Mark Hodges, former director of the Eskind Biomedical Library at Vanderbilt University, presented an invited paper at the Eighth International Congress on Medical Librarianship, held in London, July 2nd-5th. His topic: "National networks to global group: the world's health sciences library community in Y2K.."

Over 1400 health science librarians from eighty countries around the world attended the Congress. The Ninth Congress will be held in Sao Paolo, Brazil, in 2005.



New Library Services Coordinator at Lexington Medical Center

Kay Harwood became the Coordinator of Library Services at Lexington Medical Center in West Columbia, SC, in July 2000. In June, Kay retired with 30 years experience in libraries. Before joining LMC, she enjoyed "real" retirement for 6 weeks and "enthusiastically recommends it." Prior to her current position, Kay worked at the Medical University of South Carolina in Charleston for 8 years and then moved upstate to Columbia, SC, to fill the role as Director of Library Services at Palmetto Richland Memorial Hospital, a teaching facility. A focus of Kay's attention at Lexington Medical Center will be the continued growth and utilization of the popular Community Health Information Library. Located within the Professional Library, the CHIL provides a wide variety of consumer health information to patients and their family members. Kay can be reached at 803-791-2426 or by e-mail at kfharwood@lexhealth.org

Message from the Chair

continued from p. 1

Chapter, and what have I contributed as your chair? Well, the most pressing matters throughout the year included attending to daily chapter business, responding to questions, conducting board business, doing MLA reports, and doing a fair amount of communicating with many, many people. But that just goes with the territory. I remember right after I took over as chapter chair considering how I might best contribute something positive to the future of SC—something that would outlast my term of office. I realized that any contribution would come from the people with whom I was working.

If I had to choose a couple of noteworthy things, I'd have to say ensuring the fiscal health of the association for the near future is an important one. This was done by placing money into an interest-bearing reserve account, as well as establishing a goal to endow the Martha Watkins Fund by creating a special account to provide scholarships from the principal. I also think that the creation of a Southern Chapter Public Relations Committee will create greater visibility for the chapter and communicate the accomplishments of our members. The Executive Committee also considered future annual meetings. This past year we agreed to have a tri-chapter meeting in New Orleans in 2001 and we will be meeting in Nashville in 2002, so our annual meeting venue is solid for the next two years. I think the executive committee accomplished a fair amount of work during our first board teleconference last winter, and I hope that an interim winter teleconference executive committee meeting will become an annual event. I believe the Executive Committee has facilitated greater communication for our members (e.g., expanding the newsletter and including more photos), and I have tried to use this column to keep you informed.

Now, not everything I suggested or proposed succeeded. Some of my ideas fell flat (e.g., a central association office with an executive director), but I think the process of discussing these things helped us

to reflect on the ways we did business. I have done my best to represent the chapter positively both internally and to external groups (e.g., MLA), but I have been able to do so only by standing on your shoulders. As your elected representative and chair, it is your best interests that guided me, but it is your work that makes things happen.

"As your elected representative and chair, it is your best interests that guided me, but it is your work that makes things happen."

When I took over as chair, many of you helped me to understand how the association worked and what I needed to do just to attend to daily operations. But I now have both a greater understanding of the complexity of our

association, of our business, and of the strong interrelationship between SC and MLA. We have a great amount of diversity in our chapter (e.g., some members do not belong to MLA), and, believe it or not, several of our members do not yet have e-mail. But we are more alike than different. Our members' needs are diverse. Developing education and communications that address the needs of the small, one-person library is every bit as important as those which address the large, academic health sciences library. This association works hard on meeting the professional and networking needs of everyone. But we do so only with your involvement. Expanding committee representation is an important goal for the future, and we should seek to expand diversity representation. Sometimes this is difficult, given that present committee structure guidelines include having a representative from each state in our region serve on a committee. This guideline ensures representation from every state, but having only one person per state on a committee excludes many others who may want to get involved, and we have committee members who often wish to continue serving on their committee.

I don't want to belabor this cliché, but our chapter is like a village. We have different professionals doing different things, everything from the village blacksmith (web technologist) to the town crier (chair). Sometimes we play together, sometimes we party together, and we always share with each other in the

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Message from the Chair *continued from p. 5*

spirit of mutual trust and professionalism. The Southern Chapter is your chapter, and in many ways it is a unique culture.

Overall, I think this has been a good year for our association. We are one of the most fiscally secure MLA chapters, we have earned a national reputation within MLA for hosting a good meeting and throwing a nice party, and our members have earned their fair share of MLA awards and recognition.

This will be my last “Message from the Chair” column. Lynn Fortney will assume her responsibilities as our new SC chair in October at the annual conference, and I know that she will do her usual outstanding job and serve the association with distinction and honor. And I hope she will carry on the tradition of a column in the newsletter, which shares news as well as her thoughts with you.

The year has flown by, and I thank you for giving me the opportunity to contribute to our association. I look forward to seeing you all in October at the 50th Anniversary Jubilee.

With best regards,

Tom Singarella
Chair, Southern Chapter/MLA

Submitted: August 1, 2000

Anniversary Jubilee
SC/MLA 50th and ALHeLA 20th
Annual Meeting
Mobile, AL
October 20-24,2000



Annual Meeting



Free MLA Membership

While you are at the Southern Chapter annual meeting, be sure you are included in the drawing for a free MLA membership. MLA is offering a certificate to be drawn at this year's Fall and Spring Southern Chapter meetings. MLA will redeem the certificate for a free national MLA individual membership.

Governmental Relations Committee



Mark your calendars for the scheduled videoconference on UCITA (Uniform Computer Information Transactions Act) December 13th, 2000. This videoconference, sponsored by the American Library Association (ALA) along with the Association of Research Libraries, the Association of Law Libraries, the Special Libraries Association and MLA, will provide a "primer" on UCITA, strategies for advocacy in your state, and an opportunity for questions and answers by participants. More information will be forthcoming on the ALA website (<http://www.ala.org>) or you can contact Miriam Nisbet at mnisbet@alawash.org.

My term as Governmental Relations Committee chair ends this October. **Connie Machado, SC/MLA** Governmental Relations Committee representative from Mississippi (Rowland Medical Library) has agreed to take over as chair at that time, and I will remain on the committee as the representative for Alabama. I've enjoyed chairing this committee and working for the advocacy of medical libraries and librarians, and I look forward to continuing this work under Connie's direction. I know you will join me in congratulating Connie on her new office!

*Submitted by Kay Hogan Smith,
Governmental Relations Committee Chair*

Invitation to the Southern Chapter & ALHeLA Joint Meeting

COME ONE, COME ALL !!!

Those of us in and around Mobile are tremendously excited about the first-ever Southern Chapter meeting to be held in Mobile as we come up on our city's tricentennial and the Chapter's semicentennial. A lot of people have been working to create what we hope will be a wonderful experience with just the right blend of business, learning, exhibits and, of course, lots of fun, fun, fun. In the preliminary program, you will see what an exciting program we have put together for you. Check out the website for information on the meeting, preliminary program, etc. southmed.usouthal.edu/2000/

On Friday we will be hosting an early bird reception in the hotel's elegant, two-story, presidential suite. Tasty hors d'oeuvres will be served along with drinks (open bar or cash bar not yet decided, depends on vendor support).

Most of Saturday will be devoted to some excellent CE courses, and we'll have our welcome bash that evening in the hotel in and around the exhibit area. The exhibits will be open for the reception. There will be lots of tasty things to eat and drink. We'll also offer a traditional Mardi Gras spectacle (on a mini-scale) for your enjoyment. By the way, Mobile was the birthplace of Mardi Gras in the U.S. New Orleans jumped into the act more than 100 years later. Mobilians will tell you that we still have the best Mardi Gras with the old time traditions still intact.

Sunday's opening session will be highlighted by our keynote speaker plus a greeting from one of the city's political leaders to officially welcome y'all to the city. The ALHeLa luncheon will also be on Sunday.

Sunday evening will be a special treat. We will have a wonderful dinner at the Mitchell-Bragg mansion, an antebellum home that has been completely restored. The dinner will be catered by what many consider to be the very best restaurant in the city. We are hoping for a sit-down dinner, but will need some cooperation from the weather. If it's raining, we will not be able to use the verandas for dinner and may have to switch to a buffet (let's hope not). You

will be bused to the dinner from the hotel. We expect to have a local jazz band as well. Among the tasty items we have lined up as hors d'oeuvres are fried green tomatoes. A must-try for those of you who have never tasted them. Dinner will be highlighted by tenderloin of beef with Rossini sauce - a specialty of the restaurant and one of the best sauces I've ever tried. For those unable to eat beef, we will have alternate selections for you, most likely fish or chicken. Be sure to mark your registration sheet for the meal you prefer so we'll order the right amount of everything. If any of you have any special dietary needs, please let me know. My e-mail is twilliam@bbl.usouthal.edu.

Side trips will include Bellingrath Gardens. This was once a private home and has been featured on the TV show America's Castles. It's in South Mobile County and has one of the best botanical gardens in the South as well as the home itself. The swamp tour will take you into the back bayous where you will observe lush vegetation, a variety of animals, and gorgeous scenery.

For the gamblers among you we will be offering a trip to the casinos in Biloxi which is about 45 minutes away.

Also right across from the hotel, docked at the



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Chapter Council News

The Majors/MLA Chapter Project of the Year Award Committee for 2000-2001 is presently seeking nominations for the Majors Award. This award, which is sponsored by Majors Scientific Books, was established by the Board of Directors in 1995 and announced with a request for applications in the same year. The award was proposed by the *Platform for Change* Implementation Task Force as one of the ways of encouraging health sciences librarians to creatively respond to the challenges of an evolving profession. Southern Chapter was the first chapter to win this award. In 1996, we received the award for the Chapter's efforts to raise the \$100,000 set as a goal to establish the Cunningham Endowment. We won again in 1998 for the Journal Usage Study Project. It appears to me that we have an "every other year" winning streak going here. The deadline for submission for 2000/2001 is December 1st, 2000. I would be happy to provide more information to anyone interested. There is also information on MLA's website at:

<http://www.mlanet.org/awards/honors/chapter.html>.

I understand that MLA will be well represented at our annual meeting in Mobile. We are currently expecting to have the current Chair, the past Chair, and the Chair-Elect present as well as the Executive Director. This should provide an excellent opportunity for you to interact with them. Ask questions or voice any concerns, ideas, or opinions. And of course you will want to attend the MLA update. All hospital librarians are encouraged to participate in the MLA Benchmarking Initiative. It is felt that this activity will provide useful data that hospital librarians can use in negotiating with administrators. An Educator has been selected for each Chapter, and **Linda Garr Markwell** has agreed to serve in that capacity for the Southern Chapter. She will provide more information about this in Mobile and elsewhere in this newsletter.

MLA has hired a new Membership Coordinator. Her name is **Beverly Bradley**, and she is interested in suggestions that anyone might have for ways to boost membership in the Association. She can be reached by e-mail at mlams2@mlahq.org. If you are a member of Southern Chapter but have not joined MLA, maybe 2000 is the year you will consider membership in the national organization.

The Chapter sharing roundtables seem to grow in popularity every year. A record crowd attended this year and discussed and shared ideas concerning 19 topics. Last year participants were allowed to suggest topics that should be included, and those tables drew the largest number of participants. There was at least one representative from Southern Chapter at each table. If you missed a discussion that interested you, the recorder's summaries should be available soon on the Chapter Council website.

*Submitted by Sarah Gable
Chapter Council Representative*

Around the South

Core Competencies in Medical Informatics: New Educational Offering for Faculty at the University of Miami

To prepare faculty in the Department of Psychiatry and Behavioral Sciences for the School's new case-based curriculum which begins in Fall 2001, the Calder Library, together with Carmen B. Rivera, Librarian of the Department's Pomerance Library and Resource Center, developed and implemented a curriculum on core competencies in medical informatics. Beginning the week of May 22nd and extending through July 6th, 2000, 28 faculty members took as many as eleven 1-and-1/2 hour, hands-on courses in small groups of 2-3 in the Calder Library's electronic classroom. Taught by **Kelly Moore, Carmen Rivera, Joe Arriaga, Jenny Garcia, Geddy Paulaitis, and Michael Brennan**, the courses introduced faculty to the following core medical informatics competencies:

- Windows/WWW - navigate within a graphical user interface and practice data safety and integrity, e.g., archiving, virus protection, power supply, etc.
- Word - prepare a basic word processing document
- Excel - use a spreadsheet for simple data sorting and calculations
- Outlook - originate, receive, reply, and send attachments to e-mail messages
- Develop Search Strategies - define information need as a search query, select best source, and develop search strategies using Boolean operators and limits
- Search Techniques for Specific Databases - Medline, PsychINFO, and Current Contents
- Full-text Databases - e-journals and books, including Ovid and MD Consult databases
- Manage Information Retrieved - includes evidence-based medicine, ownership and copyright, and citation management software, such as EndNote
- PowerPoint - create basic slides, graphics, overheads, etc. for group presentations
- Authoring/Multimedia Programs - create a multimedia program for educational purposes
- HTML Editing - create a basic web document using Dreamweaver 2

Course evaluations revealed a high level of satisfaction with the new curriculum.

Submitted by Suzetta Burrows

Around the South

University of South Carolina School of Medicine Library News

This fall semester is unique for the Library in that two key strategic initiatives are happening simultaneously. First, the incoming M-1 students are equipped with laptops that allow them to access the Library's numerous electronic books, journals, and databases from the M-1 and M-2 classrooms, from the student lounge, and from their study carrels in the Library via the School's wireless network. Students will also be able to access these resources with their laptops from home via the Internet, just as current faculty and students may do via the School's virtual private network (VPN).

Simultaneously, the Library is undergoing a major renovation of the first floor that will relocate the main entrance to the Garners Ferry Road side of the building, expand the Library's space into the adjoining hallways, and provide new carpeting and lighting. For more information on the renovation project and photos of the construction, check out the Library's web page at <http://uscm.med.sc.edu/LIBRARY/LIBRARY.SHTML>

Sarah Gable and **Karen Rosati** have been approved by the Medical Library Association for membership in the Academy of Health Information Professionals (AHIP) at the Distinguished Member Level.

Ruth Riley, Sarah Gable, and Karen Rosati attended the MLA Annual Meeting in Vancouver, British Columbia, in May.

The library faculty hosted a luncheon meeting of the Columbia Area Medical Librarians Association in June. Sixteen local librarians attended the meeting. Agenda items included the USC School of Medicine Library's Strategic Plan and a report on the Medical Library Association Annual Meeting Symposium "Dragon by the Tail: the Myth and Reality of Electronic Journals."

Laura Kane has been elected President of the Columbia Area Medical Librarians Association.

Ruth Riley addressed the topic of quality sources of health information on the Internet on Gary Pozsik's 1600 AM radio show "Health, Wealth, and Happiness" in June.

Submitted by Ruth Riley

Innovations in Document Delivery

The Interlibrary Loan/Document Delivery department at **Charles M. Baugh Biomedical Library** is exploring new ways to deliver documents. We are currently working with two new software packages: Prospero and WinFaxPRO.

Prospero facilitates full text document delivery to your desktop. This new service is featured on the Library's web page: <http://southmed.usouthal.edu/library/docdel/forms.htm>. Using Prospero, patrons may retrieve their articles from the library's server from their home or office, and print them using Adobe Acrobat Reader. We have found images transmitted via Prospero to be superior to those transmitted via regular fax.

WinFaxPRO is used in conjunction with a scanner and as a backup to our regular fax machine. Using WinFaxPRO we can fax documents directly to your desktop if you have your own fax software installed. The quality of images, in particular, has proven to be superior to regular fax.

We are excited to add Prospero and WinFaxPRO to our document delivery service. Whether it is in the interest of time or simply convenience, it is our goal to deliver high quality documents to you, wherever you are. Generally speaking, if you have an Internet connected computer, we can deliver.

Submitted by Judy F Burnham

Personals

Janet Fisher Presents Paper at the Eighth International Congress on Medical Librarianship

Janet S. Fisher, Library Director for Development & Outreach, Quillen College of Medicine Library, co-presented a paper with Liisa Salmi, Kuopio University, Finland, entitled "Supplementing Library Budgets: A Survey of Development and Fund Raising Practices in Seven Countries" at the 8th International Congress on Medical Librarianship, in London, July 5th, 2000.

Joye Edmonds Returns to the Shriners Hospitals for Children

After a hiatus, Joye Edmonds, MLIS, has returned to the Shriners Hospitals for Children in Greenville, South Carolina as Medical Librarian. The Greenville Shriners Hospital is a 60-bed pediatric orthopaedic hospital that provides comprehensive orthopaedic care to children at no charge. Joye will provide a full range of library services in the one-person library.

Jan Orick Co-authors Chapter in New Textbook on Pediatric Cancer



Jan Orick, Director, Biomedical Library St. Jude Children's Research Hospital, Memphis, Tennessee and Deborah Brackstone, Document Delivery, co-authored the chapter entitled "Locating and Evaluating Medical Information on the World Wide Web" in the new "cutting-edge textbook on pediatric cancer," Childhood Cancer: A Handbook from St. Jude Children's Research Hospital edited by R. Grant Steen & Joseph Mirro, Jr. The book was reviewed in "Library Journal" by Gail Hendler, Memorial Sloan-Kettering Cancer Center, New York. Hendler states, "This one-volume resource is outstanding in every way—organization, content, authority, scope, and special

features, organized around seven broad sections for the comprehensive coverage of key issues (basics, diagnosis, treatment, patient care, cancer types, and recovery), the 56 chapters are each authored by a specialist in the field." Her review refers specifically to the chapter "Evaluating Medical Information on the World Wide Web." She states that "A first-rate list of information resources as well as a chapter on how to find reliable web-based information (authored by a medical librarian) are added bonuses."

For the complete review, go to "Library Journal," June 1, 2000 v125 n10 p181.

Research Spotlight

Sandra Franklin, Associate Director of the Health Sciences Center Library, Emory University talks about the library project recently funded by the National Library of Medicine in their initiative on Access to Electronic Health Information for the Public.

Q: Please describe the project for which you have received funding from NLM.

Sandra: The purpose of the funding is to stimulate medical libraries, public libraries, and other organizations to work together to provide electronic consumer health information services for citizens who are still not connected to the Internet. Our goal is to get the community acquainted with NLM Internet databases, MEDLINEplus and PubMed. We will train public librarians to search these resources so they can assist consumers. We will develop consumer health web access to sites related to the top health conditions. These sites will also be relevant to the consumers at our hospitals. We will provide authoritative health information to the community so consumers can make better informed health decisions.

Q: Who are your partners in this project?

Sandra: The Emory University Health Sciences Center Library is partnering with the Southwest Regional Library of the Atlanta-Fulton County Public Library System, Emory's Crawford Long Hospital Library, and the Cascade United Methodist Church of Atlanta.

Q: How did you get started on this project?

Sandra: We initially learned of this outreach opportunity through publicity from the Southeastern/Atlantic Region NN/LM. Our Library Director, Carol Burns, called a meeting to see if there was interest among staff in pursuing funding for an outreach project. As the project called for partnering, Rosalind Lett, Director of Crawford Long Hospital Library, was invited to our initial meeting. We knew she was interested in outreach initiatives.

The group brainstormed about possible project

proposals and decided we wanted to pursue the funding. At that point, the initiative was turned over to me as Principal Investigator. Rosalind Lett and Reference Librarian Carolyn Brown agreed to serve as Co-Investigators. We had two weeks to complete the proposal so we divided up the sections required for the proposal submission and began writing.

During the brainstorming session, we decided to approach a public library branch known for having an interest in providing consumer health information to the public it serves. I also knew the branch did not have Internet access and would benefit from this project. Southwest Regional Library Branch Manager, Brenda Hunter, supplied us with demographic data for the proposal and helped secure letters of support from her administrators. We have already provided several PubMed and MedlinePlus training sessions for the Southwest Regional librarians.

Q: How did partnering with the Cascade United Methodist Church of Atlanta evolve?

Sandra: The idea of churches providing consumer health information is noted in the literature. Partnering with a church came up during our brainstorming session. We talked to Brenda Hunter, Branch Manager of Southwest Regional to help identify a church near the library. The selected church has a Health Ministry composed of a variety of health professionals, including physicians, pharmacists, nurses, and therapists. The Rev. Kimbrough agreed to the partnership and provided a letter of support. The church serves as a source of publicity for the project and we hope the congregation will go to the area public library, Southwest Regional, and search for consumer health information. We will also train the interested health professionals in the Health Ministry to search for health information.

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Research Spotlight

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cQ: *How are you progressing with the project?*

Sandra: We are planning a ribbon cutting ceremony for September to kick off the project. Our biggest delay has been getting the telephone company to install a new phone line at the public library and provide DSL access. In two weeks, we will also participate in our second health fair at Cascade.

Q: *Do you expect to conduct research as part of this project?*

Sandra: We plan to gather statistics about the number of workstation uses, information about consumer satisfaction with the information obtained, ease of use, etc. We also want to have an anonymous recording of the diseases/conditions searched. This will allow us to compare actual interests against what the literature indicates are the top five or ten diseases. We plan to write a paper to possibly present at an association meeting.

Q: *Is library research a high priority for the librarians in your library?*

Sandra: I can't say that research is a high priority, but research is supported by our library's administration. Most of us, as is the case with many librarians, get consumed with day-to-day responsibilities and activities. Library association work and research (unless directly related to the job) usually takes place after work hours.

*Submitted by Helvi McCall
Research Committee, SC/MLA*

Meeting Invitation

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Convention Center, you'll find the Cotton Blossom paddle wheeler which worked out of New Orleans for many years before being acquired by Mobile. The boat offers tours of Mobile Bay and the Mobile river. Dinner cruises are available. We do not have an official tour for this but you can sign up on your own.

Across the street is the Exploreum and IMAX theatre, a short walk to historic Ft. Conde, a few blocks to the "night life" and restaurant row of Mobile on Dauphin St., and walking distance to many of Mobile's historic homes. There will also be an historic homes tour offered.

There will be lots of very interesting programming on Monday and you will get a buffet breakfast in the morning. There will also be a free buffet breakfast before the opening session on Sunday.

Tuesday is devoted primarily to CE.

Exhibits will be open from Sat. evening until about 4 p.m. on Monday. Be sure to spend lots of time visiting with our vendors. We fully appreciate the financial contributions they make towards our expenses.

See you in October.

Tom Williams

Hospital Libraries Committee Report

Get ready Mobile cause here we come. We'll feast and fellowship at the Hospital Libraries Luncheon on Monday while Eileen Stanley tells us how to enhance our career development plans. We will pick up great ideas from the poster and paper sessions, many of which are being presented by hospital librarians on practical topics such as the use of volunteers in CHI centers, ARIEL, library renovation, and virtual libraries. Additional details at southmed.usouthal.edu/2000/papers.htm

Remember the Martha Watkins Scholarship if you need assistance with CE costs at this meeting w3.lhl.uab.edu/lister/scmla/mom.htm Deadline: September 20th.

Kudos to **Jan Orick** and **Deborah Brackstone** who authored "Locating and Evaluating Medical Information on the World Wide Web" in *Childhood Cancer: A Handbook from St. Jude Children's Research Hospital*. 2000 Cahners Publishing Co. [Reviewed by Gail Hendler in *Library Journal* June 1, 2000, 125(10):181]

We appreciate the time and efforts you devoted to sharing your expertise with those who need it most.

What's new on **MLANET** ? 1) The *Standards for Hospital Libraries* (1994) www.mlanet.org/publications/standards/hospital/index.html. 2) A promotional announcement for the long-awaited *Medical Library Association Guide to Managing Health Care Libraries* due October, 2000. 3) A search engine which now includes chapter and section sites that are hosted with MLA 4) MLA committee appointment applications are now online. Due November 1st, 2000. Apply now. The mechanics have never been simpler; the need never greater. The profession needs you; you need the experience of expanding your horizons by working with colleagues nationwide. Read the committee descriptions www.mlanet.org/about/committ.html ; contact the chair or a member for a first hand account of responsibilities (Kate Corcoran corcoran@mlahq.org will query the MLA membership database to supply you with current chair & members). If you have ever said "I wish MLA would...." or "Why doesn't MLA...." now is the time to put your words into

action. MLA 'R Us. Awards committees and juries work well for those who cannot attend the annual meeting since business is handled by e-mail/fax. The Lois Ann Colaianne Award for Excellence and Advancement in Hospital Libraries jury is a great place to start.

NN/LM SE/Atlantic Region. Jana Allcock, our new Consumer Health Outreach Coordinator, announces the formation of an MLA Electronic Journal Club on the topic of Consumer Health Information which will run from November to April with one discussion per month. Contact Jana at 800-338-7657 or jallc001@umaryland.edu. Subscribe to the regional listserv for announcements similar to the above as well as 'keeping up with the Internet' notes from Brian Vogh www.nlm.nih.gov/sea/internet/nlom~sea.html

NLM. I hope that everyone's transition to the new DOCLINE was as painless as mine. Compliments to NLM staff for their preplanning, constant monitoring and attention to customers throughout the transition. It is wonderful to be able to change my own SERHOLD records, routing tables, and routing profile.

Library Profile

Thanks to **Fay Towell** for writing the following to illustrate a unique collaborative approach. Other ideas? Let me know, so that we can share those as well.

"Research Recognition Day: The Hospital Library Shines

On December 4th, 1990, the Greenville Hospital System entered into the first formal agreement between a community-based hospital system and a non-medical university to advance the knowledge of clinical and biomedical sciences and apply this knowledge to the practice of medicine. It was an interesting new venture for physicians, residents, and professors who began to collaborate on medical data gathered on patients in upstate South Carolina. 'Research' and 'publish' became buzz words which brought accolades at every turn.

Hospital Libraries Committee Report

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It was interesting that even a casual observer could see that the hardwood floor in front of the entrance to the Library was getting worn. The staff, the collection, and even the budget grew as efforts to research and publish became successful. Often, the professional library staff was first to know of a research project that was being considered when we were asked to search the literature. It was especially exciting when we could NOT find anything requested; then it was full speed ahead to get a document published!

As the Library Director, I was proud. I wanted to share what I knew was being done at the

Greenville Hospital System not only with other employees, but also with the community. It was impressive; funded research included such topics as 'Placental Weight and Mosaicism in Down Syndrome Pregnancies' and publications were becoming abundant in respected journals including *Annals of Internal Medicine*, *American Journal of Cardiology*, and *Annals of Thoracic Surgery*. Why not schedule a day to highlight research accomplishments hosted by the Library? That would give visibility to both the Library and the Research Department as well as call attention to the Library as a major player in Research.

I began by sending a memo to our Vice-President of Medical Education and Research asking his opinion of my idea. I immediately received his endorsement and that of our Director of Research. The Research Department, along with representatives from nursing and marketing, became my committee, sharing in my enthusiasm for planning the event.

The concept of hospital involvement in research was new to the Greenville community so it was decided that Research Recognition Day would focus on the message that the end result of research is improved patient care. During a luncheon celebration, four

researchers would give a brief overview of their projects with medical staff, nursing staff, administration, and Clemson University faculty represented. The guest list for the luncheon presentation included corporate hospital staff, board members, Clemson University deans, and all those who had completed or were in the process of completing a research project. Over 70 people attended. As part of the event,

published articles and posters prepared for scientific presentation were on display throughout the day. Four pharmaceutical companies contributed to assist us with the costs involved. And what a success it was!

"I wanted to share what I knew was being done at the Greenville Hospital System... That would give visibility to both the Library and the Research Department as well as call attention to the Library as a major player in Research."

For eight consecutive years we have co-hosted a Research Recognition Day. More recently, the day is in the form of poster presentations and an invited speaker. Recent topics range from 'Research in a Changing Health Care Environment' (1995) to 'Health Care Without Walls' (1997). Each year at the event, I have been able to get subtle and sometimes not-so-subtle messages across to those who need to hear them about what we need in the Library to support research efforts. We have gotten additional space, staff, and budget as a result, so Research Recognition Day has served us well and perhaps in the years ahead, it will become a 'Virtual' Day!

Fay Towell, Greenville, SC"

Submitted by
Mary Fran Prottsman, MLn, AHIP
Chair, Hospital Libraries Committee
Protts@entercomp.com

Call for Nominations

You can make a difference! Nominate yourself or an outstanding colleague for one of the MLA Awards mentioned below.

Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship

This award, is given to a member of the association who has made significant contributions to the profession in the area of overall distinction or leadership in hospital library administration or service, production of a definitive publication related to hospital librarianship, teaching, research, advocacy, or the development or application of innovative technology to hospital librarianship. The recipient receives a cash award of \$500 and a certificate.

Estelle Brodman Award for Academic Medical Librarian of the Year

The award recognizes an academic medical librarian, who at mid-career demonstrates significant achievement, the potential for leadership, and continuing excellence. The Award was established in 1986 with a gift from Irwin H. Pizer. The recipient receives a certificate and a cash award of \$500 at the Association's Annual Meeting.

Majors/MLA Chapter Project of the Year Award

This is a general award for excellence, innovation and contribution to the profession of health sciences librarianship. These attributes must be shown through special projects beyond the normal operational programming of the chapter. The recipient receives a certificate and a cash award of \$500.

Janet Doe Lectureship

The Janet Doe Lecturer is an individual chosen annually by the Medical Library Association for his/her unique perspective on the history or philosophy of medical librarianship. The selected lecture is presented at the Association's Annual Meeting, and is subsequently published in the Bulletin of the Medical Library Association. The Lecturer receives a \$250 honorarium, travel expenses to the site of the Annual Meeting, hotel expenses for 1 night, per diem for 1 day and a certificate.

Ida and George Eliot Prize

The prize is presented annually for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The award was first presented in 1962 and is currently sponsored by Login Brothers Book Company, Chicago, Illinois. The recipient receives a cash award of \$200 and a certificate.

Rittenhouse Award

The award is presented annually for the best unpublished paper (bibliographical, issue or topic based, or report of research results) on medical librarianship or medical informatics written by a student in an ALA-accredited school of library and information studies or a trainee in an internship in health sciences librarianship or medical informatics. The Rittenhouse Medical Bookstore in Philadelphia, Pennsylvania established the award in 1967. The author of the winning essay receives a cash award of \$500 and a certificate.

Call for Nominations

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ISI/Frank Bradway Rogers Information Advancement Award

The award is presented annually in recognition of outstanding contributions for the application of technology to the delivery of health science information, to the science of information, or to the facilitation of the delivery of health science information. The Award has been sponsored by the Institute for Scientific Information since 1973. The recipient receives a cash award of \$500 and a certificate.

Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences

The Medal is presented annually in recognition of distinguished achievement in collection development in the health sciences. Ballen Booksellers International, Inc established the Medal in 1987. Blackwell North America, Inc currently supports it. The recipient receives an engraved medal, a certificate and a \$1,000 cash award.

Murray Gottlieb Prize

The prize is awarded annually for the best unpublished essay on the history of medicine and allied sciences written by a health sciences librarian. The Prize was established in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD in order to recognize and stimulate the health science librarian's interest in the history of medicine. The author of the winning essay receives a cash award of \$100 and a certificate.

Lucretia W. McClure Excellence in Education Award

The award honors an outstanding educator in the field of health sciences librarianship and informatics who demonstrates skills in teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The recipient receives a cash award of \$500 and a framed certificate.

Marcia C. Noyes Award

The Noyes Award is the highest professional distinction of the Medical Library Association. The award was established in 1947 and recognizes a career, which has resulted in lasting, outstanding contributions to medical librarianship. The recipient receives an engraved sterling silver Revere bowl at the Association's Annual Meeting.

Fellows and Honorary Members

Fellowship is conferred on Regular MLA members in recognition of outstanding and sustained contributions to the advancement of the purposes of the association. Fellows receive a certificate at the association's Annual Meeting and lifetime Regular Member benefits at no charge.

Honorary Membership is conferred on individuals, not formally MLA members, who have made outstanding contributions to the advancement of the purposes of the association. Honorary members receive a certificate at the Association's Annual Meeting and lifetime Regular Member benefits except voting privileges at no charge.

Nomination deadlines for all awards are November 1st. For more information on any of the awards please visit our website at www.mlanet.org or contact Anne Greenspan at the Medical Library Association; 65 E. Wacker Place, Suite 1900, Chicago, IL 60601, 312-419-9094 ext. 28, mlapd2@mlahq.org.

Grant and Scholarship Opportunities

The Medical Library Association is pleased to sponsor grant and scholarship opportunities for practicing health science librarians. Visit our website at www.mlanet.org or contact Anne Greenspan at the Medical Library Association; 65 East Wacker Place, Suite 1900, Chicago, IL 60601, 312-419-9094 ext. 28, mlapd2@mlahq.org for more information or an application.

Continuing Education Grants

MLA members at large may submit applications for these grants of \$100-\$500 to develop their knowledge of the theoretical, administrative, and/or technical aspects of librarianship. More than one CE Grant may be offered in a year. Application Deadline: December 1st

MLA Research, Development and Demonstration Project Grants

The purpose of this grant is to provide \$100-\$1000 for research, development and demonstration projects which will help to promote excellence in the field of health sciences. Grants will not be given to support an activity, which is operational in nature or has only local usefulness. More than one award may be granted in a year. Application Deadline: December 1st

EBSCO/MLA Annual Meeting Grants

EBSCO Subscription Services sponsors two grants of up to \$1000 each for two health information professionals for travel to and conference related expenses at the MLA Annual Meeting.

Application Deadline: December 1st

MLA/Hospital Libraries Section Professional Development Grants

This grant, sponsored by the Hospital Libraries Section, provides librarians working in hospital and similar clinical settings up to \$800 for educational or research activities. Application deadlines are February 1st and August 1st

MLA/Medical Informatics Section Career Development Grant

This grant provides up to two individuals \$1,000 each to support a career development activity that will contribute to advancement in the field of medical informatics.

Please pass the word on to any students you make have contact with regarding the following opportunities:

MLA Scholarship

A scholarship of up to \$5000.00 will be granted to a student entering an ALA-accredited library school or with at least one-half of the requirements of the program to finish when the scholarship is awarded in February.

Application Deadline: December 1st

MLA Scholarship for Minority Students

A scholarship of up to \$5000.00 will be granted to a minority student entering an ALA-accredited library school or with at least one-half of the requirements of the library school program to finish when the award is granted in February. African-American, Hispanic, Asian, Pacific Islander or Native American students who wish to study health science librarianship are eligible.

Application Deadline: December 1st

Grant and Scholarship Opportunities

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MLA/ISI Doctoral Fellowship

The Institute for Scientific Information sponsors a fellowship in the amount of \$2000.00 to foster and encourage superior students who have been admitted to candidacy to conduct doctoral work in an area of medical librarianship or information science. The award supports research or travel applicable to the candidate's study within a twelve month period. The award may not be used for tuition. The award is granted every other year with the next award scheduled for distribution in 2002.

Application Deadline: December 1st

Southern Chapter Research Committee Annual Research Grant

The Research Committee of the MLA's Southern Chapter is accepting applications for its Annual Research Grant. Up to \$1000 will be given to support one or more members' research projects. Forms are available at <http://WWW.UAB.EDU/lister/scmla/resgrant.htm> or from the Research Committee's Chair. The deadline for applications is October 1st, 2000. Completed applications, questions, or further information should be sent to:

Marcia Epelbaum, Chair of MLA's Southern Chapter's
Research Committee
Eskind Biomedical Library
Vanderbilt University Medical Center
Nashville, TN 37232-8340

Phone: (615) 936-1364
E-mail: marcia.epelbaum@mcmail.vanderbilt.edu

Co-Editors' Note

We give a special "Thank You" to **Martha Verchot** for her moral and technical support on this issue. We also thank the **Lister Hill Library HelpDesk staff** who are absolutely great.

Thank You!

